

## CASE-STUDY

**Client:** Mark Warner Holidays

**Sector:** Leisure / holiday sector

**Websites:** [www.markwarner.co.uk](http://www.markwarner.co.uk) / [www.servicelinemanagement.com](http://www.servicelinemanagement.com)



Mark Warner was established in 1974 with one ski chalet in Verbier, Switzerland. Since then it has developed into one of the most highly regarded independent travel companies in the UK, carrying over 50,000 passengers to a mix of Ski and Beach resort holidays each year.

Mark Chitty and Andrew Searle founded the company and their entrepreneurial skills have ensured that Mark Warner has stayed at the forefront of innovation. Since its conception, Mark Warner has led the way in many aspects of the travel business.

The philosophy is simple: Mark Warner combines great locations, a friendly relaxed environment, and lots of facilities: tennis, water sports, childcare, ski hosts etc brilliant staff and good company to give a holiday that is unique. The company has grown through reputation and the holidays are recommended time and time again.

### PR activities include:

- Initial PR strategy to increase MW brand profile and web presence
- Media packs: core messages, information sheets, testimonials, visuals, staff biographies
- Endorsements from clients, media, athletes & celebrities
- Focus on National & Sunday holiday press, tennis media and life style and consumer media
- Press release drafting and media distribution
- Press cuttings books & media evaluation reports
- Internal & external company distribution (hard & PDF format)
- Copy writing and proof reading for marketing and PR collateral
- Crisis management

### Coverage obtained:

- Sunday newspapers & supplements
- Key UK tennis magazines and websites
- Leisure and holiday media
- Voted by ACE magazine – Europe's No.1 tennis resort.

